



OH HONEY



PROCESS BOOK

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OVERVIEW

For this project students were instructed to research a social issue and educate people about it through three deliverables. Abusive relationships always caught my attention and I wanted to incorporate that within my work. I didn't want to focus on the physical abuse that women go through but rather the psychological side of abuse. Not many women understand that manipulation is common, many are blinded by love. That's why I wanted to introduce Oh Honey. An ad campaign bringing awareness to abusive relationships.



DESIGN OVERVIEW

The idea of incorporating the vintage aesthetic within this project was crucial for the style that I wanted to accomplish. In the mid 1900s relationships were romanticized, they made sure to always broadcast what a perfect relationship looked like. A classic magazine ad would have the woman in the man's arms with her eyes focused on him and only him. They would be smiling and having a great time loving each other but in reality that's not what most relationships are like. I wanted to use those vintage ads and really show what these women were facing then and even in today's society. In the beginning I wanted to include a "Fairy Godmother" dropping notes within the advertisement giving some advice on what's actually happening within that specific scene. With some adjustments through my process I decided to not use the "Fairy Godmother" but rather use the woman herself. At the bottom of each note you'll see "Your Future self" signed.



GOALS AND OBJECTIVES

1

To inform people that in today's world it's not uncommon to be abused by their partner. Abuse doesn't always have to mean physical; psychological abuse is just as bad if not even worse. Being aware of the signs are crucial.

2

Stimulate thought about their own relationship. Bringing awareness to their personal life will make them more alert, looking for those signs of abuse.

3

Encourage victims to reach out for help. Whether they need advice about how to leave the relationship or on how to help a friend, the hotline will be available.

WORD LIST

Manipulative Relationships

POWER

LOVE

FEAR

ISOLATION

NEGLECT

DENIAL

Oh Honey Design

VINTAGE

ELEGANT

CLEAN

INVITING

RELATABLE

POWERFUL

RESEARCH

Target Audience

- Women
- (learning the indicators)
- sex trafficking (being aware)
- being roofied (nail polish)
 - bringing it into nail salons
- it's okay to be athletic (target audience: younger)
it's okay to be playing football
- ~~body image~~ or aggressive sports as a girl

Relationships (what's right from wrong) - abusive relationships

- can go in different directions
 - providing a help line
- having the "key to my heart"
- incorporating chains
- text heavy
- minimal colors

Abusive Relationships Concepts

- Power and control
- using emotional abuse
- using isolation
- minimizing, denying and blaming
- using children
- using male privilege
- using economic abuse
- threats
- "Why don't they just leave?"
- fear
- believing abuse is normal
- fear of being outed
- embarrassment or shame
- low self esteem
- love
- cultural/religious reasons
- language barriers/immigration
- lack of money/resources
- disability

- Nearly 1 in 10 teens in relationships report to having a partner tamper with their social media account (the most frequent form of harassment or abuse)
- About 84% of victims are psychologically abused by their partner
- 57% of college students say it's difficult to ~~identify~~ identify
- 58% don't know how to help someone
- 43% of college women ~~experience~~ report experiencing violent and abusive dating behaviors
- 81% of parents believe teen dating violence is not an issue

Deliverables

magazine: have one part come out like an ecardian showing a timeline of how she started + ended in an abusive relationship

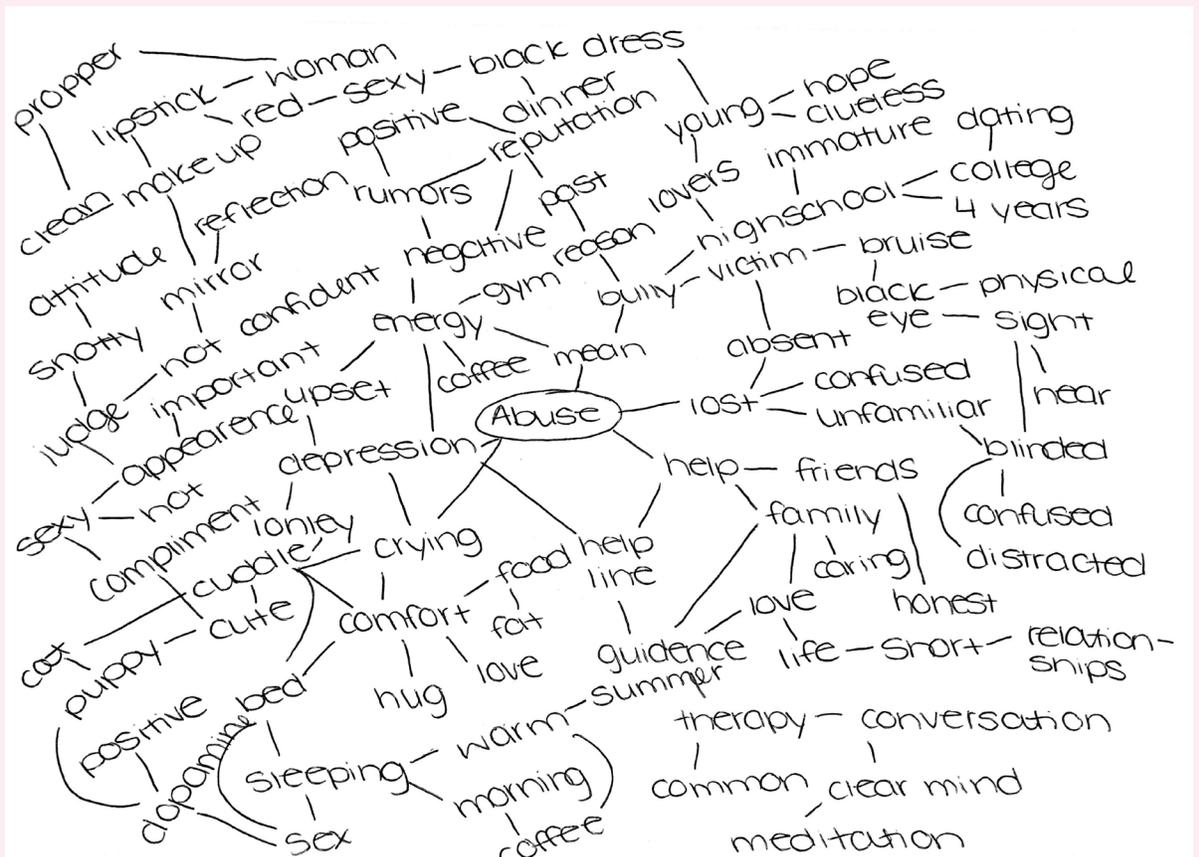
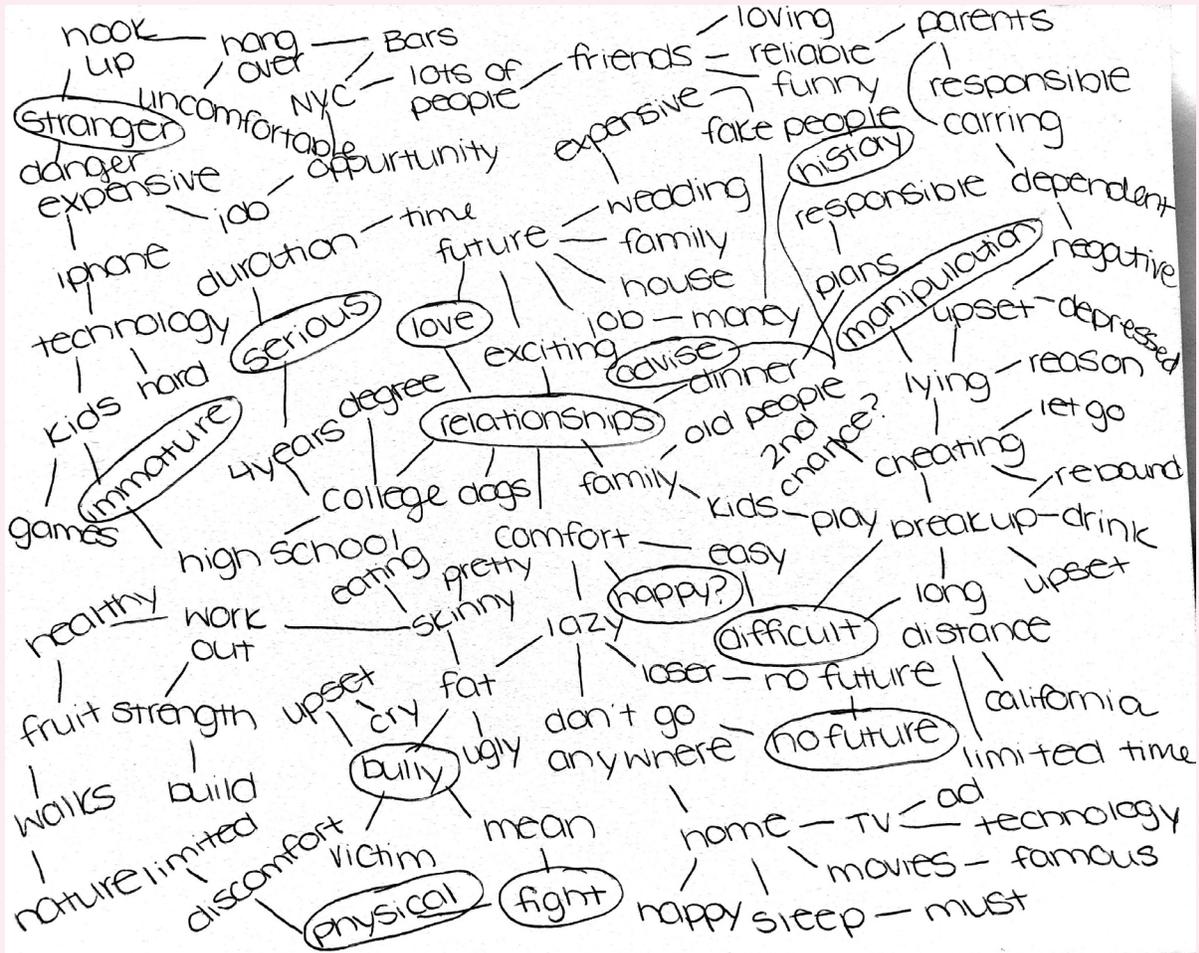
Ad Campaign Idea

- Have a guy talking with a speech bubble with insulting words and then have the girl hearing all Sun Shine + rainbows

Social media idea

- Instagram DMS
- Text messages
- Phone Lock Screen
- Have a message from him saying "I love you, I'm sorry" and then below have messages from family and friends saying "he's toxic, stay away" blah blah

RESEARCH



TARGET AUDIENCE

Gender: Females

Race: All races

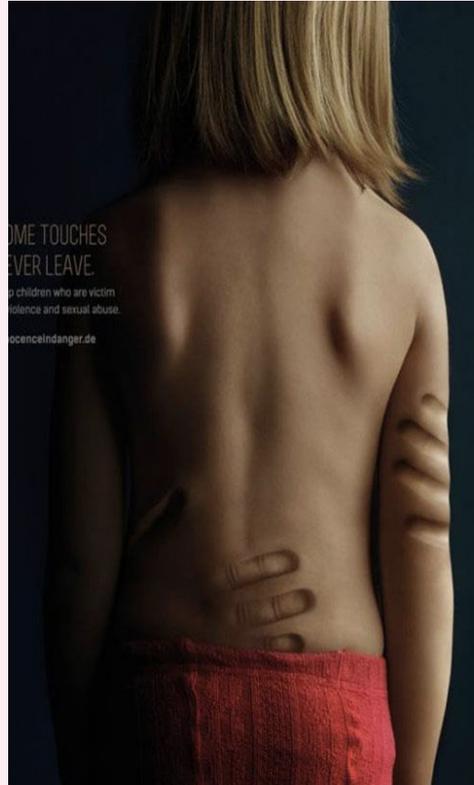
Age: 16-45

Education: Above high school level

Income level: \$70,000 - \$200,000 annually

My target audience will be concerned about their relationship or their friend's. They'll also be curious about the statistics on abusive relationships. They will want to be proactive about their love life and make sure it's healthy.

SUCCESSFUL CAMPAIGNS

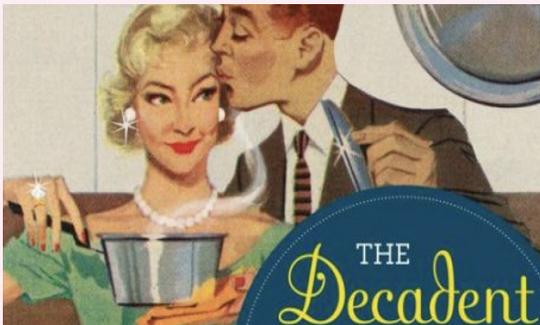
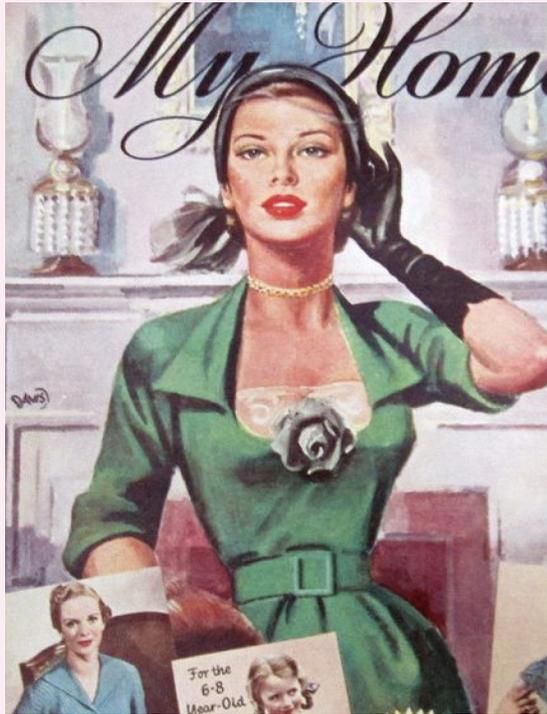


These advertisements were successful because they were able to get the point across. Their strategy was pairing words with an image that portrayed an individual as the victim. These stood out to me because they brought attention to the fact that the victim can be any age, race, or gender.

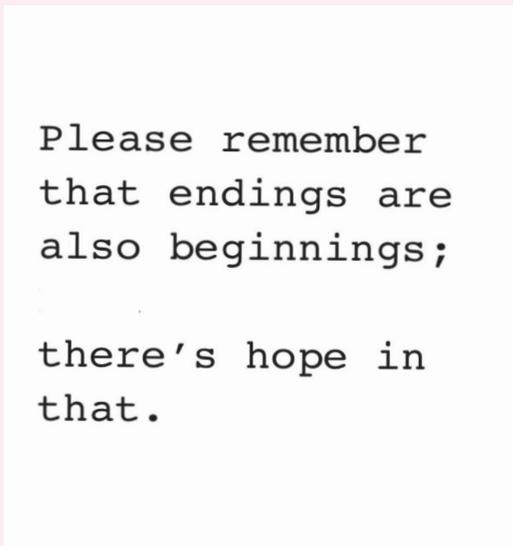
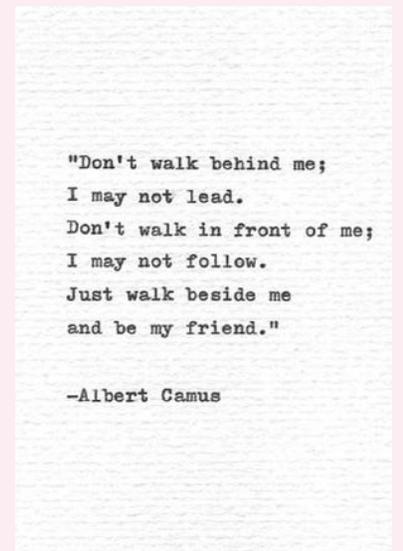
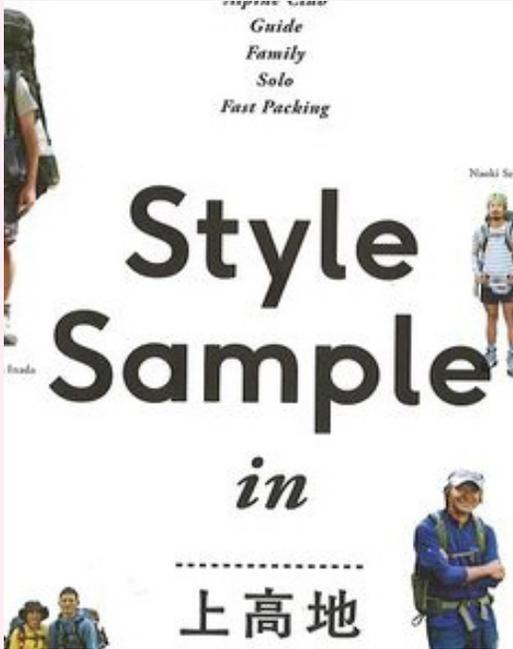
VISUAL RESEARCH



...Unswitchables. Get the charcoal filter with the taste worth fighting for!



TYPE INSPIRATION



TYPE STUDY

Oh Honey

Andale Mono

Oh Honey

Alfa Slab One

Oh Honey

Gravitas One

Oh Honey

Patua One

Oh Honey

Shrikhand

Oh Honey

Ultra

Oh Honey

Schreibmaschine

Oh Honey

Superclarendon

Oh Honey

Kidnapped

Oh Honey

Colors Of Autumn

Oh Honey

True Lies

Oh Honey

Maddison Signature DEMO

Oh Honey

Just Signature

Oh Honey

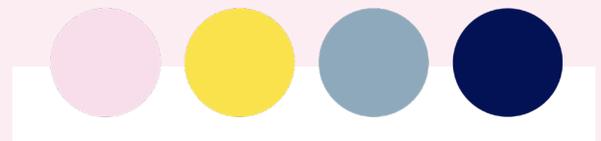
The Historia

Oh Honey

Graffiare

COLOR PALETTE

I decided to go with this option because it's vibrant and I felt that the color scheme went better with my concept. Even though my overall aesthetic is vintage I don't want the colors to be washed out.



AD CAMPAIGN DEVELOPMENT

Posters

Focus on the mental manipulation within relationships. Keep within the vintage aesthetic. A bold typeface will take position of where the words are placed.



Elements

- include rainbow
- butterflies
- flowers?

Colored or textured background?

- vintage style
- crimped paper
- ripped paper

- notebook paper — make it a journal?
- make it look like it's inside a notebook?

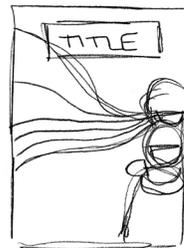
- text dialogue
 - conversation with the couple
 - text messages
- adjust the facial expressions
- lipstick stain - kisses
- * can't be too wordy



FORGIVING



- have butterflies over the eyes?
- what would they symbolize?
- speech bubble?

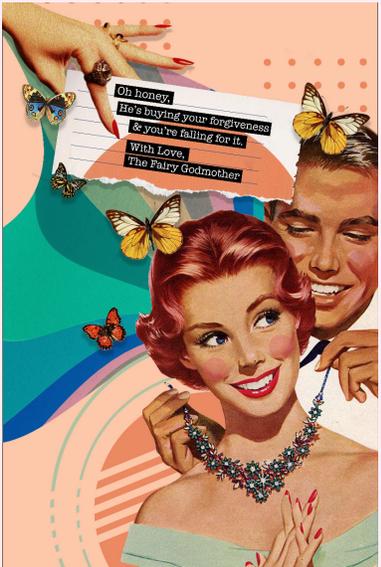


- speaking from his mouth
- use rainbow
- how to show she's forgiving him
- use images more than words



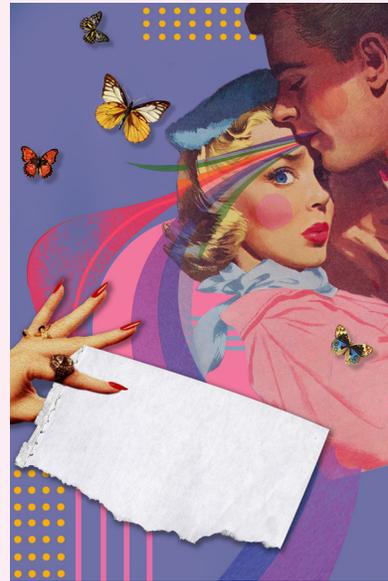
- Have rainbow surround couple
- should it wrap around him or her?
- play with perspective

AD CAMPAIGN DEVELOPMENT



In the first poster design I wanted to show how happy the woman is before she realizes what kind of relationship she's in. The whole idea of her "perfect" relationship is shown through the symbols of the rainbow and butterflies flowing out from her skull. The note from her future self is simply telling her what her partner is up to. In this poster the man has done something wrong and in order for the woman to forgive him he thought it would be the perfect idea to buy her a new necklace. She on the other hand is guilty for letting this go on.

AD CAMPAIGN DEVELOPMENT



In the second poster design I wanted to show the woman slowly starting to realize what is going on within her relationship. In this case her future self is dropping a note indicating that her partner has been cheating on her and thinking about other women. I wanted to incorporate little details such as the sexy women in the man's head to make it easier for the viewers to understand what's happening within this particular relationship.

AD CAMPAIGN DEVELOPMENT

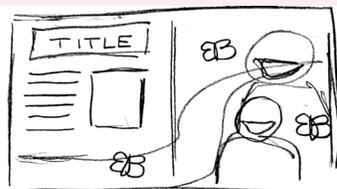
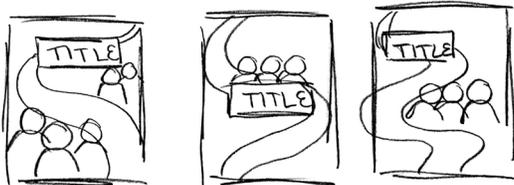


In the third poster design I wanted to show the woman surrounded by her thoughts of this perfect relationship. The rainbow slowly surrounding her getting tighter and tighter to the point where she doesn't know how to get out because both her thoughts and her partner are suffocating her. These are the feelings that I think a lot of the viewers can relate to.

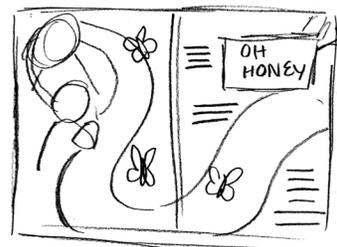
BOOKLET RESEARCH

Cover

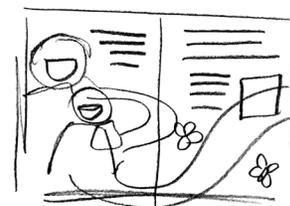
- Don't want to show all elements what not to include
- butterflies
- notebook paper
- hand? } or does it need that?
- figures - should play around with opacity
- include rainbow
 - play with color (black + white)
- Title - should it include the word manipulation? is that too straight forward
- Type Face (include both)
- color - maybe make it different compared to the inside



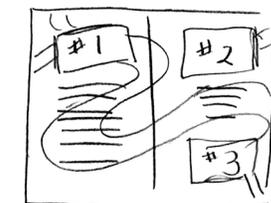
- 5 rules you need to know
- 5 things you need to know



- 5 warning signs you need to know
- 5 important signs to know



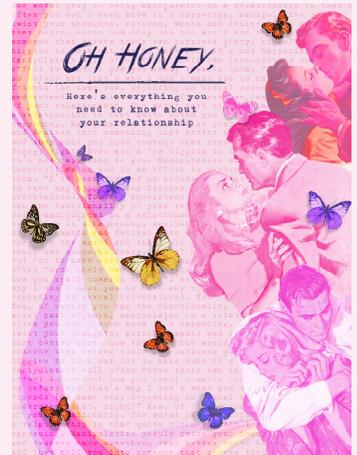
show rainbow escaping from inside of brain



* have one open spread

The second deliverable is more informative when it comes to abusive relationships. Right from the beginning the reader is introduced by her future self the 5 warning signs she needs to know about a manipulative partner. The common theme of the perfect relationship (rainbows and butterflies) flow throughout each spread indicating that it goes from one relationship to the next, showing the reader that it's not uncommon. Within a few of the spreads there will be faded figures in the background that represent the girl thinking back to certain situations where her partner had shown these signs. The very last spread has faces looking down indicating that they were the ones to tell her that the man she was with was never good news and that she should've listened to the people who cared about her.

BOOKLET DEVELOPMENT



#1
THEY MAKE YOU FEEL GUILTY

Manipulation always starts with guilt. If they can convince you to feel guilty for your actions (even when you've done nothing wrong), then they know you'll be more willing to do what they say. I mean sure, I guess doing you OK. It would be nice to know how you feel and I would have rather done something different but I guess as long as you're happy, that's all that matters. I love you and it's important to me that you're happy even if that means setting aside what I want. See what they did there? How they turned it around on you? On the surface they make it seem like they're a loving partner but spoiler alert: guilt is not love. Manipulators also try and make you believe that they're doing a better job of "loving you," so that you'll be more willing to set aside what you want in order to feel like you "love him just as much." Though many of us have experienced the obsessive period early on in a new relationship where all you want to do is spend time with your new partner, this is very different. But if your partner actively encourages you to break away from your friends, that's unhealthy.

#3
THEY MAKE YOU DOUBT YOURSELF

Manipulation always starts with guilt. If they can convince you to feel guilty for your actions (even when you've done nothing wrong), then they know you'll be more willing to do what they say. I mean sure, I guess doing you OK. It would be nice to know how you feel and I would have rather done something different but I guess as long as you're happy, that's all that matters. I love you and it's important to me that you're happy even if that means setting aside what I want. See what they did there? How they turned it around on you? On the surface they make it seem like they're a loving partner but spoiler alert: guilt is not love. Manipulators also try and make you believe that they're doing a better job of "loving you," so that you'll be more willing to set aside what you want in order to feel like you "love him just as much." Though many of us have experienced the obsessive period early on in a new relationship where all you want to do is spend time with your new partner, this is very different. But if your partner actively encourages you to break away from your friends, that's unhealthy.

#4
THEY DON'T TRUST YOU

Manipulation always starts with guilt. If they can convince you to feel guilty for your actions (even when you've done nothing wrong), then they know you'll be more willing to do what they say. I mean sure, I guess doing you OK. It would be nice to know how you feel and I would have rather done something different but I guess as long as you're happy, that's all that matters. I love you and it's important to me that you're happy even if that means setting aside what I want. See what they did there? How they turned it around on you? On the surface they make it seem like they're a loving partner but spoiler alert: guilt is not love. Manipulators also try and make you believe that they're doing a better job of "loving you," so that you'll be more willing to set aside what you want in order to feel like you "love him just as much." Though many of us have experienced the obsessive period early on in a new relationship where all they make it seem like they're a loving partner but spoiler alert: guilt is not love. Manipulators also try and make you believe that they're doing a better job of "loving you," so that you'll be more willing to set aside what you want in order to feel like you "love him just as much." Though many of us have experienced the obsessive period early on in a new relationship where all you want to do is spend time with your new partner, this is very different. But if your partner actively encourages you to break away from your friends, that's unhealthy.

HONEY, READ THE FACTS

1.5 MILLION high school students nationwide experience physical abuse from a dating partner in a single year.

84% of victims are psychologically abused by their partner.

43% of dating college women report experiencing violent and abusive dating behaviors.



THANK YOU